

ORDER



KSNV

Orders
Order / Rev: 106697
Alt Order #: 06853041
Product Desc: OBAMA SKED C
Estimate: 1781
Flight Dates: 09/18/12 - 10/01/12
Original Date / Rev: 09/17/12 / 10/09/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America *Revised*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25
10/01/12	10/01/12	7	\$2,850.00	\$2,422.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$29,525.00	\$25,096.25	0.00
October 2012	7	\$2,850.00	\$2,422.50	0.00
Totals	68	\$32,375.00	\$27,518.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	24%	\$32,375.00
Market	100%	\$134,895.83

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$40,468.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$33,723.96
KTUD	1%	\$1,348.96
KVVU	15%	\$20,234.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,744.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.001		0.00	NM	8	\$6,550.00
				Today Show											

TODAY SHOW

Start Date End Date Weekdays Spots/Week Rate Rating

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.00	1	0.00	NM	8	\$6,550.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			4		\$850.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			4		\$850.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
8	KSNV	09/25/12-10/01/12		Today Show		658a-9am	MTWThF----	:30		\$600.00		0.00	NM		
E 2	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$350.00	1	0.00	NM	4	\$1,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	M--TF--			4		\$350.00		0.00				
E 3	KSNV	09/18/12	10/01/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	10	\$3,250.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$325.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			5		\$325.00		0.00				
E 4	KSNV	09/18/12	10/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	M--TF--			2		\$325.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			3		\$325.00		0.00				
E 5	KSNV	09/18/12	10/01/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	10	\$4,250.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$425.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			5		\$425.00		0.00				
E 6	KSNV	09/18/12	10/01/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	10	\$4,250.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$425.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			5		\$425.00		0.00				
E 7	KSNV	09/18/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$325.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			3		\$325.00		0.00				
E 8	KSNV	09/18/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	9	\$4,050.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$450.00		0.00				
Week:		09/25/12	10/01/12	MTWTF--			5		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	KSNV	09/25/12-10/01/12		Dr. Phil		3-4p	MTWThF----	:30		(\$450.00)		0.00	NM		
Unresolved [NEWS SPECIAL INTERRUPT]															
E 9	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$3,200.00		0.00				
E 10	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$350.00	1	0.00	NM	4	\$1,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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